

# ocean grove structure plan



client:  
City of Greater Geelong

project team:  
hansen partnership

ARRB

MacroPlan

Earth Tech

## project description:

**hansen** was engaged by City of Greater Geelong to prepare the Ocean Grove Structure Plan. As part of the Structure Plan it was required to prepare a structure planning framework to develop a streamlined approach to structure planning. At the time of preparing the structure plan for Ocean Grove, Council was about to embark on preparing a number of structure plans for smaller townships within the Bellarine Peninsula. The Structure Planning Framework prepared by **hansen** now underpins the Structure Plan methodology employed by the City of Greater Geelong.

The efficacy of this process was recognised at the 2007 Planning Excellence Awards (PIA, Victorian Division) with a Commendation in the Local Government Category, awarded to the *Structure Plan Framework & Bellarine Peninsula Township Structure Plan Program*.

Ocean Grove is major township on the southern side of the Bellarine Peninsula and was identified in Coastal Spaces (April 2006) prepared by Department of Sustainability and Environment as being a "growth node". The township is an attractive and vibrant coastal town that is experiencing strong growth as a popular destination for both permanent residents and tourists. Growth has to be managed appropriately to minimise impact upon the sensitive coastal landscape by balancing expectations and attributes such as the existing physical and social infrastructure and services, town character, tourist appeal, rural setting and sense of place and community.

The structure plan was developed through the engagement of the various sub consultants and consultation with agencies and major property stakeholders, community groups and the general public. These were undertaken via a number of workshops led by **hansen** with the assistance of Council. The Structure Plan considered five key aspects including Urban Growth, Settlement and Housing, Infrastructure, Natural Environment, Economic Development and Employment and Rural Land Use. The structure plan balanced the competing interests of residential growth with protecting the coastal areas, providing opportunity for social and physical infrastructure and economic opportunities for new businesses to establish and support the needs of the growing township.



urban planning urban design landscape architecture

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